

## ABSTRACT OF THE DISCLOSURE

[56] A method for improving sales of a company includes performing mystery shopping at a company; evaluating the mystery shopping; transmitting evaluation data for the mystery shopping to a central location; determining a relevant improvement factor for the company at the central location based on analysis of the evaluation data

5 factor for the company at the central location based on analysis of the evaluation data for the mystery shopping; developing a specific knowledge product for improving employees of the company in the relevant improvement factor; and implementing the specific knowledge product with the employees of the company for improving the employees of the company in the relevant improvement factor, increasing customer

10 satisfaction and sales. Specific training for improving employees in the relevant improvement factor may be developed and implemented with the specific knowledge product.